



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-15-2012 PAGE: 1 of 5

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
402225	10-11-2012		0	NC JUDICIAL COALITION	NC JUDICIAL COALITION	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
1001	246214	PHILADELPHIA	A. CLIFFORD	10-12-2012	10-22-2012	M (Broadcast Month, Cycle 1)	N	246214

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 1001																	
1	10-12-2012	10-14-2012	04:30AM - 04:59AM	EYEWITNESS NEWS @ 4:30AM (MON-THU/SUN) (1	1	30							X	1	130	1	130.00
2	10-15-2012	10-21-2012	04:30AM - 04:59AM	EYEWITNESS NEWS @ 4:30AM (MON-THU/SUN) (1	1	30	X	X	X	X			X	5	130	5	650.00
3	10-22-2012	10-22-2012	04:30AM - 04:59AM	EYEWITNESS NEWS @ 4:30AM (MON-THU/SUN) (1	1	30	1							1	130	1	130.00
4	10-12-2012	10-14-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	1	30					1			1	700	1	700.00
5	10-15-2012	10-21-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	1	30	X	X	X	X	X			5	700	5	3,500.00
6	10-22-2012	10-22-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	1	30	1							1	700	1	700.00
7	10-12-2012	10-14-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30					1			1	1,500	1	1,500.00
8	10-15-2012	10-21-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30	X	X	X	X	X			5	1,500	5	7,500.00
9	10-22-2012	10-22-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30	1							1	1,500	1	1,500.00
10	10-12-2012	10-14-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30					1			1	700	1	700.00
11	10-15-2012	10-21-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30	X	X	X	X	X			5	700	5	3,500.00
12	10-22-2012	10-22-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30	1							1	700	1	700.00
13	10-12-2012	10-14-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	1	30						X		1	650	1	650.00
14	10-15-2012	10-21-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	1	30						X		1	650	1	650.00
15	10-12-2012	10-14-2012	09:00AM - 10:00AM	EYEWITNESS NEWS SAT 9-10AM (10765)	1	30						X		1	600	1	600.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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INNOVATIVE ADVERTISING INC. - 11360
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MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
402225	10-11-2012		0	NC JUDICIAL COALITION	NC JUDICIAL COALITION	POLITICALS	WTVD - DURHAM

Agency Est# 1001			CMS # 246214	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-12-2012	End Date 10-22-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 246214				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 1001																	
16	10-15-2012	10-21-2012	09:00AM - 10:00AM	EYEWITNESS NEWS SAT 9-10AM (10765)				1	30						X		1	600	1	600.00
17	10-12-2012	10-14-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)				1	30							X	1	400	1	400.00
18	10-15-2012	10-21-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)				1	30							X	1	400	1	400.00
19	10-12-2012	10-14-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)				1	30							X	1	800	1	800.00
20	10-15-2012	10-21-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)				1	30							X	1	800	1	800.00
21	10-12-2012	10-14-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)				1	30							X	1	850	1	850.00
22	10-15-2012	10-21-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)				1	30							X	1	850	1	850.00
23	10-12-2012	10-14-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SATURDAY (1883)				1	30						X		1	800	1	800.00
24	10-15-2012	10-21-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SATURDAY (1883)				1	30						X		1	800	1	800.00
25	10-12-2012	10-14-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA				1	30					1			1	850	1	850.00
26	10-15-2012	10-21-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA				1	30	X	X	X	X	X			5	850	5	4,250.00
27	10-22-2012	10-22-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA				1	30	1							1	850	1	850.00
28	10-12-2012	10-14-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8				1	30					1			1	2,800	1	2,800.00
29	10-15-2012	10-21-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8				1	30	X	X	X	X	X			5	2,800	5	14,000.00
30	10-22-2012	10-22-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8				1	30	1							1	2,800	1	2,800.00

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INNOVATIVE ADVERTISING INC. - 11360
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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
402225	10-11-2012		0	NC JUDICIAL COALITION	NC JUDICIAL COALITION	POLITICALS	WTVD - DURHAM

Agency Est# 1001			CMS # 246214	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-12-2012	End Date 10-22-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 246214				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 1001																	
31	10-12-2012	10-14-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6 SUN (822)				1	30							X	1	1,800	1	1,800.00
32	10-15-2012	10-21-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6 SUN (822)				1	30							X	1	1,800	1	1,800.00
33	10-12-2012	10-14-2012	04:00PM - 05:00PM	EYEWITNESS NEWS 4:00PM (MONDAY- FRIDAY) (1	30					1			1	800	1	800.00
34	10-15-2012	10-21-2012	04:00PM - 05:00PM	EYEWITNESS NEWS 4:00PM (MONDAY- FRIDAY) (1	30	X	X	X	X	X			5	800	5	4,000.00
35	10-22-2012	10-22-2012	04:00PM - 05:00PM	EYEWITNESS NEWS 4:00PM (MONDAY- FRIDAY) (1	30	1							1	800	1	800.00
36	10-15-2012	10-21-2012	07:00PM - 07:30PM	EYEWITNESS NEWS SAT 7-730P (838)				1	30							X	1	2,135	1	2,135.00
37	10-12-2012	10-14-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)				1	30					1			1	400	1	400.00
38	10-15-2012	10-21-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)				1	30	X	X	X	X	X			5	400	5	2,000.00
39	10-22-2012	10-22-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)				1	30	1							1	400	1	400.00
40	10-12-2012	10-14-2012	11:00AM - 12:00PM	THE VIEW (MONDAY-FRIDAY) (846)				1	30					1			1	700	1	700.00
41	10-15-2012	10-21-2012	11:00AM - 12:00PM	THE VIEW (MONDAY-FRIDAY) (846)				1	30	X	X	X	X	X			5	700	5	3,500.00
42	10-22-2012	10-22-2012	11:00AM - 12:00PM	THE VIEW (MONDAY-FRIDAY) (846)				1	30	1							1	700	1	700.00
43	10-12-2012	10-14-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)				1	30					1			1	850	1	850.00
44	10-15-2012	10-21-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)				1	30	X	X	X	X	X			5	850	5	4,250.00
45	10-22-2012	10-22-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)				1	30	1							1	850	1	850.00

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402225	10-11-2012		0	NC JUDICIAL COALITION	NC JUDICIAL COALITION	POLITICALS	WTVD - DURHAM

Agency Est# 1001			CMS # 246214	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-12-2012	End Date 10-22-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 246214		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 1001															
46	10-12-2012	10-14-2012	12:30PM - 01:00PM	MILLIONAIRE 1230-1P(MONDAY-FRIDAY) (927)	1	30					1			1	400	1	400.00	
47	10-15-2012	10-21-2012	12:30PM - 01:00PM	MILLIONAIRE 1230-1P(MONDAY-FRIDAY) (927)	1	30	X	X	X	X	X			5	400	5	2,000.00	
48	10-22-2012	10-22-2012	12:30PM - 01:00PM	MILLIONAIRE 1230-1P(MONDAY-FRIDAY) (927)	1	30	1							1	400	1	400.00	
49	10-12-2012	10-14-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30					1			1	500	1	500.00	
50	10-15-2012	10-21-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30	X	X	X	X	X			5	500	5	2,500.00	
51	10-22-2012	10-22-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30	1							1	500	1	500.00	
52	10-12-2012	10-14-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30					1			1	3,000	1	3,000.00	
53	10-15-2012	10-21-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30	X	X	X	X	X			5	3,000	5	15,000.00	
54	10-22-2012	10-22-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30	1							1	3,000	1	3,000.00	
55	10-12-2012	10-14-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30					1			1	2,600	1	2,600.00	
56	10-15-2012	10-21-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30	X	X	X	X	X			5	2,600	5	13,000.00	
57	10-22-2012	10-22-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30	1							1	2,600	1	2,600.00	
58	10-15-2012	10-21-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE SAT (900)	1	30						X		1	1,250	1	1,250.00	
59	10-15-2012	10-21-2012	09:00PM - 11:00PM	PRIME SPECIALS (797)	1	30		1						1	2,800	1	2,800.00	
			----- ITEM LINE NOTE ----- DEBATE															

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INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No 402225	Contract Dt 10-11-2012	Revision Dt	Rev# 0	Advertiser NC JUDICIAL COALITION	Brand NC JUDICIAL COALITION	Product Code POLITICALS	Station/Market WTVD - DURHAM													
Agency Est# 1001			CMS # 246214	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-12-2012	End Date 10-22-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 246214					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
60	10-12-2012	10-14-2012	10:00PM - 11:00PM	FRIDAY PRIME 10-11P (791)				1	30					1			1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- 20/20																	
61	10-15-2012	10-21-2012	10:00PM - 11:00PM	FRIDAY PRIME 10-11P (791)				1	30					1			1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- 20/20																	
62	10-12-2012	10-14-2012	09:00PM - 10:00PM	SUNDAY PRIME 9-10P (855)				1	30								1	4,500	1	4,500.00
			----- ITEM LINE NOTE ----- REVENGE																	
63	10-15-2012	10-21-2012	09:00PM - 10:00PM	SUNDAY PRIME 9-10P (855)				1	30								1	4,500	1	4,500.00
			----- ITEM LINE NOTE ----- REVENGE																	
64	10-15-2012	10-21-2012	08:00PM - 09:00PM	TUES PRIME 8-9P (810)				1	30		1						1	8,500	1	8,500.00
			----- ITEM LINE NOTE ----- DWTS																	
65	10-15-2012	10-21-2012	08:00PM - 09:00PM	MONDAY PRIME 8-10P (795)				1	30	1							1	8,500	1	8,500.00
			----- ITEM LINE NOTE ----- DWTS																	
																	Contracted Gross Total:		121	163,495.00
																	Actual Gross Total:		121	163,495.00
																	Agency Commission:			24,524.25
																	Net Total:			138,970.75
Month/YR			Preempted	Made Good		Contract Total			Adjustments						Actual Total					
Oct 12			5,600.00	0.00		163,495.00			0.00						163,495.00					
TOTAL			5,600.00	0.00		163,495.00			0.00						163,495.00					

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